



Vitt Media International, Inc.

Media Planning
and Buying Professionals

1114 Avenue of the Americas
New York, N.Y. 10036
Telephone 212-921-0500
TWX 710-581-4294
Cable Address VITTMEDIA

Vice President

September 7, 1986

Mr. James L. Thompson, Jr.
Vice President, Media
Philip Morris Incorporated
100 Park Avenue
New York, NY 10017

Dear Mr. Thompson:

According to the trade press, many ad agencies take the same position about negotiating magazines rates -- they do not seek or encourage magazines to negotiate and break rate cards. As a matter of fact, they are dead set against negotiation because agencies find it easier and more profitable to pay rate card (less work and higher commissions). But this practice conflicts against your company's interests.

Vitt Media International, the media agency of record for some of the nation's largest advertisers, negotiates off rate card prices without sacrificing qualitative goals such as positioning, timing, reproduction, no remnant space, etc.

Our philosophy is simple:

VMI delivers advertising weight in line with media plan objectives at the lowest negotiated prices possible in all areas of media.

If your goals match our philosophy, you can capitalize and benefit from our proven expertise. When it comes to media planning and buying, VMI is considered state-of-the-art in the industry.

I'd like to call you next week to see if a mutually convenient time for us to meet can be arranged. Meanwhile, if you have a problem you'd like to discuss with us right away, please don't hesitate to call me.

Sincerely,

Gary Patrick

Gary Patrick
Vitt Media International
Media Planning and Buying

GP:ln

Dear Gary:
I have reinterest in
discussing the possibility of
joining the media function of
placing your part of our
agency. We are pleased with the
performance of our agency.

New York—Headquarters USA and International
Toronto—Headquarters Canada

2040938381